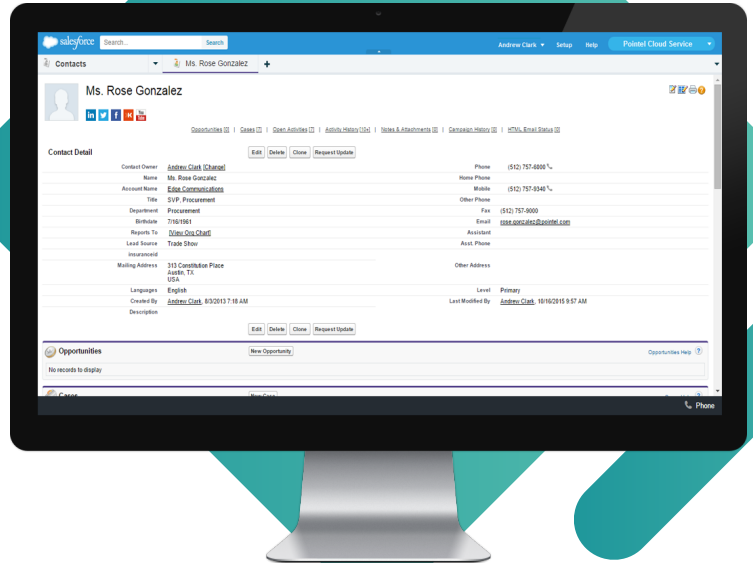


Genesys Adapter for Salesforce

When customers call, your contact center agents need to retrieve the right information quickly. If agents have to navigate between separate interaction management, sales, and service applications, calls take longer. The cost per call increases. Customer satisfaction plummets. Fortunately, with Pointel, there is a better way.

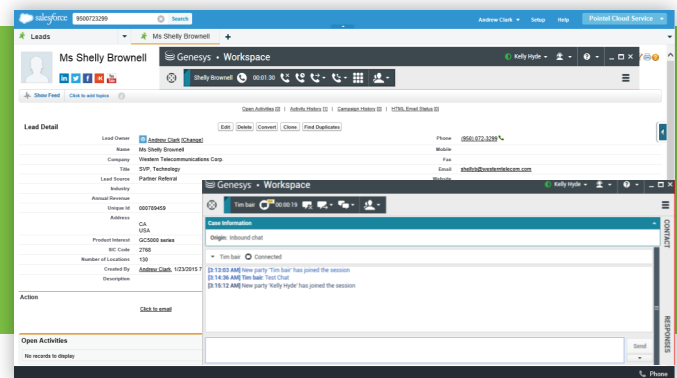


Integrate Genesys Cloud and Salesforce Applications

Pointel's Genesys Adapter for Salesforce unifies and automatically synchronizes Genesys Cloud and Salesforce applications. Screen pops and click-to-dial capabilities bring together the right interaction, sales, and service fields.



Pointel's Genesys Adapter for Salesforce is easy to administer. Changes are made to configuration parameters, not programming code. Furthermore, you can customize screens to suit your business processes.



Key Features

- » Inbound/Outbound Voice, eServices, intelligent Workload Distribution, SMS and social channels support
- » Centralized configuration (CME Level) to screen-pop case, contact, lead, or other Salesforce objects
- » Automatic activity creation including custom fields
- » Click-to-call capabilities from Salesforce.com
- » Search capabilities using custom fields
- » JavaScript with Apex packages in Salesforce.com
- » Open-CTI based integration
- » Scripting to create new or update existing interactions in Workspace
- » Apex classes for interaction with Salesforce.com

Genesys Adapter for Salesforce



Shorten Call Time to Resolution

By unifying the Genesys and Salesforce applications, caller lookup is nearly instantaneous. Chat, consultation, and transfer capabilities further reduce call handling time. Agents will spend less time navigating multiple systems to retrieve and act upon the right information. Caller satisfaction will improve. Pointel's Workspace Adapter for Salesforce increases the ROI on your contact center investment.



Keep Agents Current with Caller Interactions

Agents access the latest information on recent caller interactions and their resolution. Furthermore, the Pointel Genesys Cloud Adapter for Salesforce can create Salesforce account activity records automatically upon completion of the interaction. Your agents will spend less time reporting, more time interacting. Caller satisfaction improves. Increase your contact center success with Pointel.

» About Pointel

Pointel has been partnering with Genesys for over 18 years, delivering world-class contact center solutions for on-premises and the cloud. Pointel has deployed Genesys to over 400 companies, including Fortune 500 companies, to improve the customer experience with world-class contact center solutions.

As a result of our experience with Genesys implementations over many years, we have developed more practical solutions to use and meet customer needs. Pointel offers Professional Services (Genesys Implementation Services) and Genesys Accelerators.

With offices in the United States (New Jersey), India (Chennai), and Poland (Warsaw), the company is well equipped to serve worldwide customers. Pointel, founded in 1999, is known for its technical ability to complete challenging projects on time and within budget.



Summary

Pointel's Genesys Adapter for Salesforce is an easily-deployed, powerful way to tie together the power of Genesys Cloud and Salesforce.com. Your agents view the right information when they need it, without extra navigation or data entry. You decrease time to call resolution. Your agents stay current on past caller interactions.

By deploying an off-the-shelf integration, you cut the costs, time, and risks of in-house software integration development and maintenance. If you want to cut call handling costs and increase caller satisfaction, the customizable Pointel's Genesys Cloud Adapter for Salesforce is the right tool for you and your enterprise.

» Pointel's Product Portfolio

- › Configuration Management Solution
 - › CMS Audit & Alert
 - › ID and Access Manager
- › Dynamic Contact Center Manager
- › Pointel Survey360
- › Genesys Adapters
 - › Genesys Adapter for Salesforce
 - › Genesys Adapter for Oracle CX Cloud
 - › Genesys Adapter for ServiceNow
- › Contact Center Testing
- › Change Management
- › Agent Interaction Desktop
- › Genesys Cloud Workforce Management
- › IVR Analytics | CXI